

# CBO - Certified Business Operator Practice Test Questions and Answers

## 1. What is a compliance risk?

- A) Risk of product defects.
- B) Risk of not complying with laws
- C) Risk of losing customers.
- D) Risk of employee turnover.

## 2. What is a strategic objective?

- A) Daily work schedules.
- B) Specific goals aligned with strategy
- C) Employee lunch breaks.
- D) Customer complaints.

## 3. What is a customer journey map?

- A) A geographic map of customer locations
- B) A visual representation of the steps a customer takes when interacting with a company across all touchpoints
- C) A sales funnel diagram
- D) An org chart of the customer service department

## 4. What is a SWOT analysis used for?

- A) Tracking employee attendance.
- B) Identifying strengths, weaknesses, opportunities & threats
- C) Measuring sales targets.
- D) Planning daily tasks.

**Answers: 1-B 2-B 3-B 4-B**

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